



Minnesota Public Benefit Corporation / Annual Benefit Report Pura Vida Elite Training SBC

April 30, 2024

Pura Vida Elite Training SBC is a public benefit corporation whose purpose is to “generally improve the athleticism of economically, socially and racially diverse youths, ages 6-16; teaching leadership, sportsmanship and healthy lifestyles and elevating soccer skills through professional coaching and an appreciation of the worldwide, positive impact of soccer on domestic and international communities.”

Since founding Pura Vida, we have continued to grow robustly. We have developed the depth and breadth of our soccer programming, grown our coaching staff and expanded our player base at a steady pace. Our coaches and players are racially, economically, culturally and gender diverse. Pura Vida Elite Training SBC currently operates in a 30,000 square foot commercial warehouse space in Brooklyn Park. We opened the doors of Casa Pura Vida in March of 2021.

Pura Vida has grown its player base from a few dozen players at inception to over 1,600 players by March 30, 2023. We currently have over 1,850 registered players. Our players come from nearly every suburban and urban neighborhood and represent nearly every soccer club in and around the Twin Cities. Approximately 20% of our players have diverse international origins, including India, Pakistan, Liberia, Somalia, Ecuador, Japan, China, Argentina, Costa Rica, Ghana, Cameroon, Germany, Mexico, Kenya, Venezuela, Netherlands, France, and Mauritania among others.

Pura Vida currently trains players who range in age from 3 years old to professional athletes. We continue to build a rich community of athletes and families which comes together to celebrate the game of soccer, to mentor younger players and help them to develop the confidence and positive habits which will allow them to reach their fullest potential both on and off the field.

In 2023, Pura Vida launched a number of new programs and departments. We introduced our “Chiqui-Ticos” program, offering Spanish language soccer training for pre-school aged players and their parents. Pura Vida launched our “Mental Gym,” a mental performance department, offering individual support for our player community

as well as free clinics and workshops for parents. Pura Vida introduced "PVTV", an in-house media department, generating over 20 hours of free, original, soccer-specific, video content. We expanded our offering of "Mejenga", weekly, community free-play hours, during which the facility is open to the public, free of charge, for fully-staffed, recreational play time. Pura Vida continues to train and collaborate with players from Minnesota's professional soccer community, including MNUFC and MN Aurora. We introduced two new camps in 2023, making professional players and coaches from the MLS available to our players.

Pura Vida maintains a coaching staff of 20. We engage professionals in the fields of Elite Sports Performance, Technical Soccer Skills, Physical Therapy and Sports Psychology to design and implement our curriculum. Our coaching staff, like our players, is culturally, racially, economically, and gender diverse. Approximately 70% of our coaching staff is Latino. 10% is East African. 50% of our coaching staff is at the college level. Through their collective diversity and high level of experience, both as players and coaches, Pura Vida's coaching staff is uniquely qualified to mentor our diverse player base, inspire them, and guide them in the formation of leadership skills.

Pura Vida offers a training schedule of between 1,000 – 1,250 player/hours per week. We have continued to invest human and financial capital to expand our programming further and to fulfill our mission of offering greater community access and high-level training at a lower cost. Our core "La Cantera" training program is a cost efficient, small group training model which allows players to train with consistency, averaging 3-4 hours weekly.

Our Pura Vida player community continues to enjoy dramatic development results, with many players reaching the highest possible levels both nationally (U.S. National Team, MLS, MLS Next Academy, USL W, College D1 & D3, ECNL, GA), and internationally (Women's professional 1st Division in Spain, France, Italy, Malta, Sweden, Serbia and Portugal). We are proud to have trained players from Minnesota's St. Olaf College men's soccer team, during their 2023/24 NCAA National Championship season.

Pura Vida Elite looks forward to continued growth and positive impact on our community! Pura Vida!

The undersigned certifies that this Annual Benefit Report has been reviewed and approved by Pura Vida's board of directors.

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Signed: Mark Heithoff Date: 04/30/2024
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Kenneth Mark Heithoff
CEO Pura Vida Elite Training , SBC



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Steve Simon

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Secretary of State